



Euromonitor  
International

# Confectionery Packaging in Brazil

July 2024

Table of Contents

## Confectionery Packaging in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic is the dominant pack type in confectionery in Brazil

Folding cartons gaining share in the packaging of boxed assortments

The 45g pack size maintains its dominance in the packaging of chocolate pouches and bags

#### PROSPECTS AND OPPORTUNITIES

Paper-based trays expected to see increasing usage in countlines

Sustainable and eco-friendly packaging to gain momentum in confectionery products

## Confectionery Packaging in Brazil - Company Profiles

## Packaging Industry in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal food cans the main packaging in processed fruit and vegetables in Brazil

Flexible packaging leads the way in Brazilian hot drinks

Metal beverage cans and glass bottles competing for share in lager in Brazil

Sustainable packaging takes centre stage in Brazilian bath and shower

Unilever leads the charge in recyclable plastic packaging initiatives in Brazil's home care market

### PACKAGING LEGISLATION

New regulations impacting the Brazilian packaging industry in 2023

### RECYCLING AND THE ENVIRONMENT

Manufacturers embrace sustainable packaging solutions to enhance circularity

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/confectionery-packaging-in-brazil/report](https://www.euromonitor.com/confectionery-packaging-in-brazil/report).